

Strategic Highway Safety Plan Emphasis Area Talking Points

STATEWIDE

- ✓ The number of traffic deaths decreased from 252 in 2007, to 232 in 2008, an 8% decrease. The level of exposure, as determined by annual million vehicle miles traveled, decreased by 3.5%.
- ✓ Idaho's fatality rate per 100 million vehicle miles traveled was 1.52 in 2008, the lowest on record, and down from 1.59 in 2007.

BEHAVIOR

Aggressive Driving

- ✓ Speeding, failure to yield, running stop signs and signals, and following too close resulted in 45% of the economic costs of crashes from 2004-2008.
- ✓ 573 people were killed in aggressive driving crashes from 2004-2008.
- ✓ Aggressive driving was a factor in 54% of all crashes and 43% of all fatalities in 2008. Drivers, ages 19 and younger, were more than 4 times as likely to be involved in an aggressive driving crash as all other drivers. Aggressive driving crashes cost Idahoans nearly \$1.3 billion in 2008.

Inattentive/Distracted Driving

- ✓ Texting, cell phone use, and many other distractions resulted in the driver not controlling the direction of the vehicle. Inattentive driving resulted in 30% of the economic costs of crashes from 2004-2008.
- ✓ 404 people were killed in inattentive driving crashes from 2004-2008.
- ✓ Inattentive or distracted driving crashes cost Idahoans just under \$828 million dollars in 2008.

Safety Restraints

- ✓ Improper use of safety restraints, booster seats, and child safety seats (as required by Idaho law since 1986) resulted in 29% of the economic costs of crashes from 2004-2008.
- ✓ From 2004-2008, 606 unrestrained passenger vehicle occupants were killed in traffic crashes. Half would be alive today had they only buckled up.
- ✓ In 2009, 79% of Idahoans buckled up according to an observation survey. In 2008, the belt use rate was 77% but of the motor vehicle occupants killed in traffic crashes, only 35% were wearing safety restraints. Unrestrained passenger motor vehicle occupant fatalities cost Idahoans just under \$799 million in 2008.

Impaired driving

- ✓ 512 people killed in DUI crashes from 2004-2008. Of the people killed by impaired drivers, 313 were not wearing safety restraints. Impaired driving resulted in 24% of the economic costs of crashes from 2004-2008.
- ✓ In 2008, 41% of the motor vehicle fatalities were the result of impaired driving. 75% of the people killed by drunk drivers weren't buckled up.
- ✓ Impaired driving crashes cost Idahoans over \$725 million in 2008.

Youthful Drivers (15-19 years old)

- ✓ 196 people were killed in youthful driver involved crashes from 2004-2008. Youthful driver crashes resulted in 18% of the economic costs of crashes from 2004-2008.
- ✓ Youthful drivers represented 6 % of licensed drivers in Idaho in 2008, but nearly 14 % of the drivers involved in fatal and serious injury crashes. Research indicates youthful drivers are more likely to be involved in single-vehicle

crashes, to make one or more driver errors, to speed, to carry more passengers than other age groups, to drive older and smaller cars that are less protective, and are less likely to wear safety restraints.

- ✓ Crashes involving youthful drivers cost Idahoans over \$536 million in 2008.

Vulnerable Users (bicyclists, pedestrians, and mature drivers)

- ✓ 10 bicyclists and 63 pedestrians died from injuries resulting from traffic crashes from 2004-2008. Bicycle and pedestrian involved crashes resulted in 4% of the economic costs of crashes in 2004-2008. Crashes involving pedestrians and bicyclists cost Idahoans over \$138 million dollars in 2008.
- ✓ 206 people were killed in crashes involving mature drivers (65+) from 2004-2008 resulted in 13% of the economic costs of crashes. Mature drivers are under-represented in fatal and injury crashes. Drivers over the age of 65 represent 14% of licensed drivers, but represent 8% of drivers involved in fatal and injury crashes. Research indicates drivers and passengers over the age of 75 are more likely than younger persons to sustain injuries or death in traffic crashes due to the aging process. Crashes involving drivers, age 65 and older, cost Idahoans over \$332 million dollars in 2008.

Commercial Vehicles

- ✓ 167 people were killed in crashes involving CMV's 2004-2008. Crashes involving commercial motor vehicles resulted in 9% of the economic costs of crashes in Idaho from 2004-2008.
- ✓ In 2008, 36 people died in crashes with commercial motor vehicles. This represents 16% of all motor vehicle fatalities in Idaho. Of the persons killed in crashes with commercial motor vehicles, 61% were occupants of passenger cars, vans, sport utility vehicles and pickup trucks.
- ✓ Commercial motor vehicles crashes cost Idahoans nearly \$289 million in 2008.

Motorcycle –

- ✓ 146 people were killed in motorcycle crashes in 2004-2008. Crashes involving motorcyclists resulted in 8% of the economic costs of crashes in Idaho from 2004-2008.
- ✓ In 2008, motorcycle crashes represented just 3% of the total number of crashes, yet accounted for nearly 13% of the total number of fatalities and serious injuries. 55% of all motorcycle crashes involved a single vehicle. 48% of fatal motorcycle crashes involved a single vehicle.
- ✓ Motorcycle crashes cost Idahoans over \$262 million dollars in 2008.

INFRASTRUCTURE

Lane departure – Single Vehicle Run Off Road

- ✓ 624 people were killed in single vehicle run off road crashes from 2004-2008 and resulted in 35% of the economic costs of crashes during this period.
- ✓ The 624 fatalities make up 49% of all of Idaho's traffic deaths in this period. Only 26% of those killed were properly restrained. Seat belt use reduces fatalities by 74% in rollover crashes involving passenger cars, and by 80% in rollover crashes involving light trucks. (This effectiveness information comes from *Fatality Reduction by Safety Belts for Front Seat Occupants of Cars and Light Trucks*, NHTSA, DOT HS 809 199.
- ✓ In 2008, single vehicle run off road crashes cost Idahoans more than \$1.0 billion and resulted in 50% of all fatalities. Impaired driving was a factor in 50% of the 108 fatal single vehicle run off road crashes.

Lane Departure – Head On and Side Swipe Opposite Direction

- ✓ Head on and side swipe opposite direction crashes resulted in 10% of the economic costs of crashes and resulted in 196 fatalities from 2004-2008.
- ✓ In 2008, 17% of fatal crashes were the result of a head-on or side swipe opposite direction. 55% of drivers involved in a head-on or side swipe opposite crash that drove left of center were primarily just driving straight ahead, while another 35% were negotiating a curve.
- ✓ Head-on and side swipe opposite direction crashes cost Idahoans more than \$330 million in 2008.

Intersections

- ✓ 249 people were killed in intersection-related crashes from 2004-2008. Intersection-related crashes resulted in 27% of the economic costs of crashes during this period.
- ✓ In 2008, 40% of all crashes occurred at or were related to an intersection, while 17% of fatal crashes occurred at or were related to an intersection. While total intersection related crashes were fairly evenly split among intersections with stop signs, signals, and no control, 51% of fatal intersection crashes occurred at intersections with stop signs, 35% at intersections with no control, and 11% at intersections with traffic signals.
- ✓ Intersection related crashes cost Idahoans nearly \$733 million in 2008.

CRASH RESPONSE

- ✓ Emergency responders assisted at 5,826 traffic crashes and transported 5241 crash victims in 2008.
- ✓ ITD seeks to improve crash response by addressing;
 - Quick and effective response to address care of crash victims,
 - Safety of emergency responders, incident victims, and the public,
 - Appropriate training and equipment to provide most effective medical care,
 - Re-open the roadway as quickly as possible,
 - Provide for accurate crash data (accurate investigation must not be compromised).